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Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application.

Listing of Claims:

1 – 18 (canceled)

19. (withdrawn) A method of applying a pressure sensitive adhesive to a substrate; the method comprising:

 providing a substrate;
 applying a latent, over-tackified, adhesive to the substrate; and
 applying a liquid plasticizing agent to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive.

20. (withdrawn) The method of claim 19 wherein applying the plasticizing agent occurs subsequent to applying the latent, over-tackified, adhesive.

21. (withdrawn) The method of claim 20 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.

22. (withdrawn) The method of claim 19 wherein the latent, over-tackified, adhesive and the plasticizing agent are simultaneously applied to the substrate.

23. (withdrawn) The method of claim 19 wherein the plasticizing agent is non-volatile.

24. (withdrawn) The method of claim 19 wherein the plasticizing agent is non-reactive.

25. (withdrawn) The method of claim 19 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.

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26. (withdrawn) A method of adhering substrates together; the method comprising:
providing a first substrate;
applying a latent, over-tackified, adhesive to the first substrate; and
applying a liquid plasticizing agent to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive; and
applying a second substrate to contact the pressure sensitive adhesive disposed on the first substrate.
27. (withdrawn) The method of claim 26 wherein applying the plasticizing agent occurs subsequent to applying the latent, over-tackified, adhesive.
28. (withdrawn) The method of claim 27 wherein the plasticizing agent is applied in selective regions to the latent, over-tackified, adhesive disposed on the substrate.
29. (withdrawn) The method of claim 26 wherein the plasticizing agent is non-volatile.
30. (withdrawn) The method of claim 26 wherein the plasticizing agent is non-reactive.
31. (withdrawn) The method of claim 26 wherein the latent, over-tackified, pressure sensitive adhesive comprises a natural rubber, synthetic rubber, styrene block copolymer, (meth)acrylic polymer, poly(alpha-olefin), or silicone.
32. (withdrawn) An adhesive article prepared by the method of claim 19.
33. (withdrawn) The adhesive article of claim 32 which is in the form of a tape.
34. (currently amended) A method of applying a pressure sensitive adhesive to a substrate; the method comprising:
providing a substrate;
applying a latent, over-tackified, adhesive and a solid plasticizing agent simultaneously to a substrate; and
applying heat to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive;

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wherein the latent, over-tackified, adhesive is selected from the group consisting of (meth)acrylic polymer, poly(alpha-olefin), and silicone.

35. (currently amended) The method of claim 34 wherein the plasticizing agent is applied in selective regions to the ~~latent, over-tackified, adhesive disposed on the~~ substrate.

36. (currently amended) The method of claim ~~35~~ 34 wherein heat is applied in selective regions to the plasticizing agent and latent, over-tackified, adhesive disposed on the substrate.

37. (previously presented) The method of claim 34 wherein the plasticizing agent is non-reactive.

38. (canceled)

39. (currently amended) A method of adhering substrates together; the method comprising:

providing a first substrate;

applying a latent, over-tackified, adhesive and a solid plasticizing agent simultaneously to a substrate;

applying heat to activate the latent, over-tackified, adhesive to form a pressure sensitive adhesive; and

applying a second substrate to contact the pressure sensitive adhesive disposed on the first substrate;

wherein the latent, over-tackified, adhesive is selected from the group consisting of (meth)acrylic polymer, poly(alpha-olefin), and silicone.

40. (Currently amended) The method of claim 39 wherein the plasticizing agent is applied in selective regions to the ~~latent, over-tackified, adhesive disposed on the~~ substrate.

41. (previously presented) The method of claim 39 wherein the plasticizing agent is non-reactive.

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42. (canceled)

43. (previously presented) An adhesive article prepared by the method of claim 34.

44. (previously presented) The adhesive article of claim 43 which is in the form of a tape.